



# Are You Listening to Your Customers?

## What a CAB Is and Why Every Organization Should Have One

### What is a Customer Advisory Board?

A Customer Advisory Board (CAB), also known as a Client Advisory Council, is a B2B sales & marketing program. The program involves regularly convening a small group of influential customers who have a vested interest in helping to shape the host company's strategy. A well-designed customer advisory board will provide a forum for peer networking, while enabling all members to develop solutions to grow their businesses.

### Why Have a Customer Advisory Board?

Business is personal. Now more than ever it's imperative to build deeper relationships with your best customers. It's well known that your top 20% of clients typically generate 80% of your revenue. Engaging key decision makers in these accounts through a Client Advisory Council or board will deliver:

- Early warnings of shifts in customer needs and emerging opportunities (**Market Research**)
- New Product Development feedback (**Innovation**)
- Reduce customer attrition and churn, especially among Customer Advisory Board members (**Customer Loyalty**)
- Advice on approaching and appealing to similar customers, including referrals (**Sales**)
- Intelligence on competitor's tactics and strategies - what's working and what's not (**Market Intelligence**)
- A Customer Advisory Board can drive significant new revenue if managed effectively!

# TRANSFORM<sup>ation</sup>

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"Rick is very dynamic and personable. I am really looking forward to working with him!"  
"Rick did a great job of keeping us on task and schedule."  
"Overall, I was impressed with the energy and enthusiasm of having Rick as a facilitator."  
"One of the best, most effective facilitators I've interacted with ever!"

**Average Post Event Evaluation Score: 4.65** (5pt scale)